

**DETERMINATION AND FINDINGS FOR  
A SOLE SOURCE CONTRACT**

**CONTRACT NO.:** DCEB-2012-C-0002

**CAPTION:** DC Grade Pilot Project

**PROPOSED CONTRACTOR:** New Brand Analytics

**PROGRAM AGENCY:** Office of the Deputy Mayor for Planning  
and Economic Development

**FINDINGS**

**1. AUTHORIZATION:**

D.C. Official Code § 2-354.04, 27 DCMR 1304 and 1702

**2. MINIMUM NEED:**

The Government of the District of Columbia, Office of the Deputy Mayor for Planning and Economic Development has a minimum need for a contractor to provide transparent online government service rating, analysis, and evaluation interface services. The proposed term for the contract is April 1, 2012 through September 30, 2012.

**3. ESTIMATED REASONABLE PRICE:**

\$200,000.00

**4. FACTORS WHICH JUSTIFY SOLE SOURCE PROCUREMENT:**

DMPED, in conjunction with the Executive Office of the Mayor and other District agencies, is coordinating an effort to launch a real time, web-based transparent government service rating, analysis and evaluation interface pilot project for the District. The services requested include providing a comprehensive view of social customer feedback from all sources including social media, blogs, and traditional media; analysis, interpretation, categorization, and ratings for each customer mention to generate actionable opportunities for growth; metrics to measure organizational performance across key operational categories along with comparative benchmarks. Efforts were made to locate prospective contractors to provide a web-based grading system for the impending project. Companies such as Kudzu and Boorah were contacted and information sought to determine if they were capable of providing these services for the government. Currently, real time grading systems are primarily restricted to the Travel & Leisure, Food Service, and Retail industries. Due to the District's innovative request for these services, presently, there is only one company that provides the services needed by the District. Failure to allow the proposed contractor to provide the requested services will indefinitely delay the launch of the project which will allow the public to register their opinions of the District's performance.

## **5. CERTIFICATION BY AGENCY HEAD:**

I hereby certify that the above findings are true, correct and complete.

\_\_\_\_\_  
Date

\_\_\_\_\_  
Victor L. Hoskins, Deputy Mayor

## **6. CERTIFICATION BY CONTRACTING OFFICER**

I have reviewed the above findings and certify that they are sufficient to justify the use of the sole source method of procurement under the cited authority. I certify that the notice of intent to award a sole source contract was published in accordance with 27 DCMR 1304.

\_\_\_\_\_  
Date

\_\_\_\_\_  
Jacque McDonald, CPPO, CPPB, SPSM, MBA, MST  
Director, Contracts and Procurement

## **7. DETERMINATION**

Based on the above findings and in accordance with the cited authority, I hereby determine that it is not feasible or practical to invoke the competitive bidding process under either Section 402 or 403 of the District of Columbia Procurement Practice Reform Act of 2010 (D.C. Law 18-371; D.C. Official Code §2-354.02 or 2-354.03). Accordingly, I determine that the District is justified in using the sole source method of procurement.

\_\_\_\_\_  
Date

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Jacque McDonald, CPPO, CPPB, SPSM, MBA, MST  
Director, Contracts and Procurement